

HOW TO BE SINGLE

INTERNATIONAL PRINT GUIDELINES

DATE:
13 Nov

VER:
1

UPDATE:
Overview of Campaign Art

USAGE GUIDELINES

Title Treatment, Font & Billing Block (p. 3)

One Sheets (p. 4)

- Main 1sht Available on MARS by November 20
- Main Quad Available on MARS by November 20

Note: We are waiting for the final billing block and will post files asap.

In Theater

- 4 Sided Totem

Note: The Four Sided Totem will feature character art of the four main characters. A survey will be sent out soon from Home Office and the UK will follow with one for the int'l version. We will post a visual as soon as one is available

TITLE TREATMENT

HOW TO BE
SINGLE

FONT

Akzidenz Grotesk

BILLING BLOCK

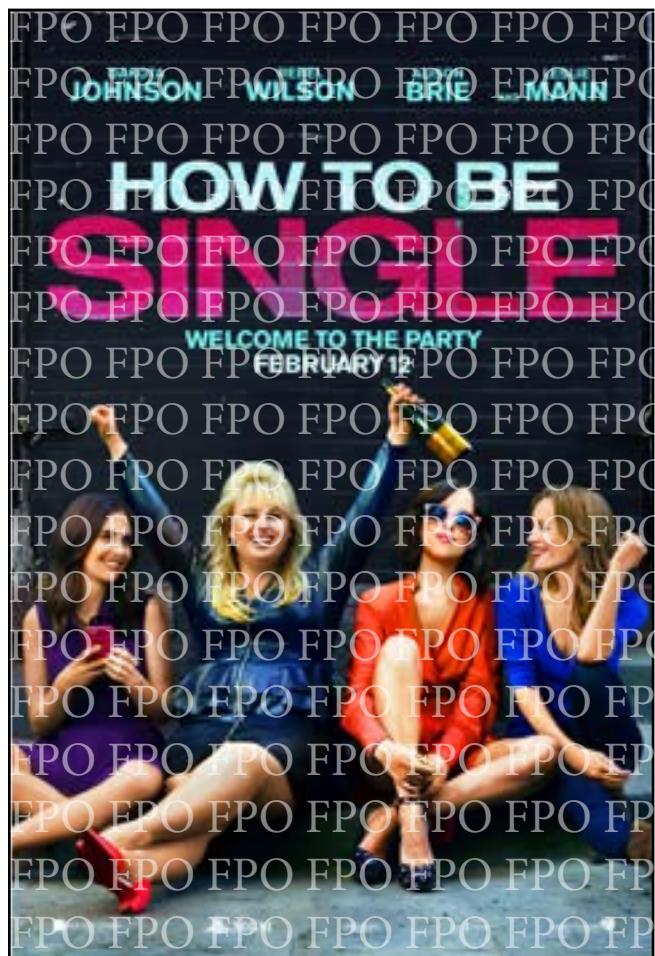
We are pending final approval on the Billing Block. It will be uploaded next week.

HOW TO BE SINGLE

ONE SHEETS

MAIN

1 Sht



ONLINE DEBUT:

Wk of November 16 (TBC)

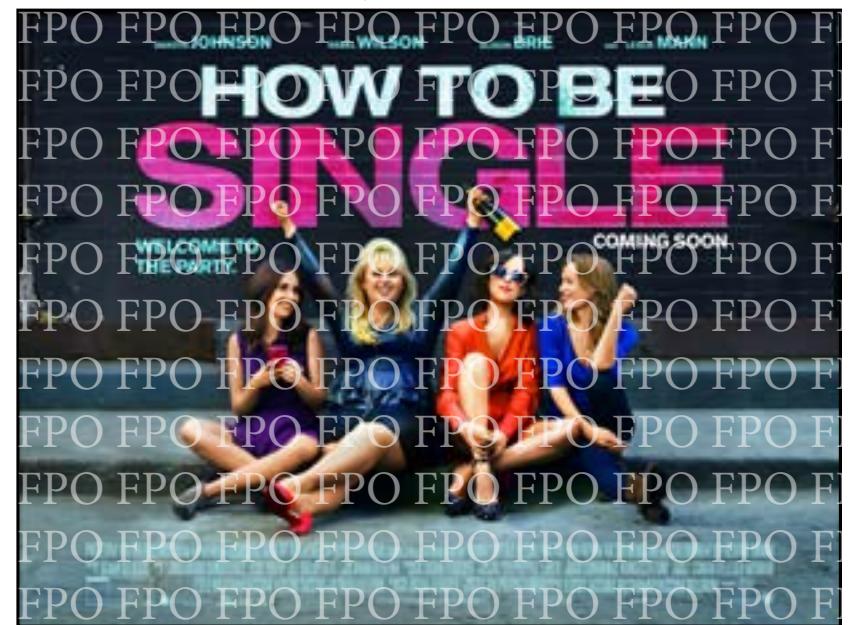
AVAILABLE ON MARS:

By November 20

NOTES:

The int'l main 1sht files will be uploaded as soon as we have added the approved Billing Block, which is not yet available.

Quad 1 Sht



ONLINE DEBUT:

N/A

AVAILABLE ON MARS:

By November 20

NOTES:

If used in outdoor, the outdoor Billing Block must be used at 35%